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An Important Factor

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Dermal Medication

ERMATOLOGY is a study requiring great diagnostic and therapeutic ability on the part of those engaged in its practice. The causative factors of dermal lesions are many and varied, the clinical manifestations likewise, and the successful treatment frequently taxes the patience of the sufferer and doctor to a great degree. Those who have no time or liking for the study of dermatology sometimes classify any and all of the external signs as an eruption, and give the sum total of treatment as topical protectives. No greater mistake than this can be made, as all observing physicians well know. Two classes of physicians treat diseases of the skin: the dermatologist and the general practitioner. Both are successful to a degree consistent with their understanding of fundamental causative factors and remedies capable of overcoming disease processes. It sometimes happens that the efforts of the best versed and the most skillful dermatologists are defeated or fruitless of hoped-for results, and the question naturally arises as to the why and wherefore of this. In this class of cases, as in others, the selection of a proper remedy must follow a correct diagnosis, it results are expected to attend. Much of the trouble experienced in dermal therapeutics is due to faulty remedies. The old-fashioned ointment bases, composed of wax, spermaceti, paraffine, heavy oils and resins, have given so much proof of their worthlessness when applied in the treatment of skin diseases, as to call for and open a place for superior products of the pharmacist's art. In connection with these remarks, a mention of a comparatively new remedy seems apropos. In Pineoline the therapeutic armamentarium of the dermatologist and general practitioner has received a very valuable and efficient addition. This preparation is in a class of itself. There is no other agent that has so extensive a field of usefulness in skin affections. This by reason of its peculiar composition. It is well known that the skin of different individuals are as different as their temperaments and features. Some are so sensitive that none but the blandest medicines can be tolerated; others are so hardened that only agents possessing penetrating and stimulating properties accomplish anything. It requires an evenly tempered medium to produce curative results in all cases. A remedy to be efficient must possess a degree of absorbency equal to the absorbent powers of the glands of the skin. Heavy oils and resins are valueless as bases to work with, or as simple remedies, for that matter. Experiments have proven beyoud a doubt that Pineoline is at present the best single remedy known in dermal therapy. The composition is well known to most practitioners by this time. The base is lanoline, which by clinical test has proven

itself one of the most penetrating and most readily absorbed agents used. To this white petrolatum is added, and the ethereal extract of Krumholz or Pinus Pumilio is incorporated by means of a special and peculiar process of manufacture. This oil is difficult to obtain, and owing to the primitive methods of preparation in its home, the Schwarzwald of Germany, quite expensive to import. We have perfected arrangements which give us entire control of each season's output. This combination of absolutely pure and carefully blended ingredients will be taken up by the normal skin in almost its entire and unchanged form, and by the diseased skin in proportion to the extent of induration or extent of disease processes. The manufacturers well know that in a large per cent of skin diseases constitutional treatment is of paramount importance, likewise do they know that no single agent can be looked upon as a panacea. They know also, from detailed experimental and clinical tests, which have come to them from all over this country and some parts of Europe, that Pineoline will bring results that can never be attained by the use of so-called "just as good" or poor imitations. Pineoline is a neat, clean, pleasant oleagine, and can be used singly in many inflammatory conditions of the skin with marked benefit. It can be used in combination with any simple drug, and will prove an ideal base by virtue of its easy absorbency, which serves to carry the incorporated ingredients down to the seat of the lesion. That Pineoline is rapidly absorbed by the diseased skin as well as by the healthy epidermis has been repeatedly demonstrated

by clinical tests. It supplies a nutritive element to the millions of lymph glands and follicles, thereby restoring the sustaining and invigorating properties lost through local or systemic diseased conditions. Pineoline has won for itself nothing but praise from those who have used it during the past ten years, and this by virtue of its result-producing properties. It never disappoints. It is pronounced by thousands of physicians of both this and other countries the ideal topical.

We offer a few expressions from physicians who have had practical experience with Pineoline, and who have given us permission to print them for the benefit of their fellow physicians who have to cope with any or all forms of diseases of the dermis.

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NOVEL METHOD.—DR. DIETRICH reports the following case: "Last spring I had occasion to treat an old gentleman for a very persistent and annoying attack of senile pruritus with which he had been afflicted for a long time, and which seemingly would not yield to any treatment. The affected parts had a dry, glazed and poorly nourished appearance, and a great quantity of dead and broken-down epithelial cell could be brushed off at most any time. I had read of Jaeniche's method in the treatment of this condition, and thought it a good one to try in this case in conjunction with your Pineoline. This treatment consists in regular brushing of the skin with a soft brush, avoiding the use of water at all times. I instructed my patient as to mode of procedure and gave him a prescription for a jar of Pineoline, directing him to apply some of the unguent after each brushing, and

to wipe off all old ointment with a little absorbent cotton before applying a fresh amount. After using this preparation for a week he came back to me and expressed himself as delighted with the new treatment. He said that nothing he had ever tried had given him so much satisfaction in so short a time. I examined the affected areas and found them much improved. The dry and glazed appearance it originally had no longer existed; there was less scaling off of the epidermis and hardly any itching, which, in my judgment, is evidence sufficient that Pineoline is a veritable food for a starving cuticle, as well as an antiseptic of great value. At this date the patient is entirely well, and no sign of a recurrence is noticeable."

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VERCOMES ATROPHY OF TISSUE.—DR. KEHOE writes: "For several years Pineoline has held a prominent place in my medicine cabinet, and I have used it in all of the many cases of skin troubles that come under the observation of the general practitioner, and always with good results. I have repeatedly noticed that it is readily taken up by the glands of the skin, and it occurred to me to try it in atrophy of the mammary glands, just as masseurs use it when giving treatment for the enlargement of wasted structures. Knowing that pure anhydrous Lanoline is one of the constituent parts of Pineoline, and that this drug is readily taken up by the skin, I reasoned that Pineoline should be even a better thing than Lanoline, and accordingly I began with it on a young lady friend of my wife's who was anxious to add to her charms, and desired that her dresses fit her better over the bust. I instructed her to bathe the parts at night with very hot water and to apply Pineoline freely, and to thoroughly massage the breasts for at least ten

minutes before retiring each night. She did this for several months and reported to me that a very satisfactory increase in the size of the parts had taken place, of which she was very glad. This may or may not be new to you, but it convinces me that Pineoline is good for other things besides eruptions and inflammations of the cutis. You are at liberty to publish this if you think it of interest sufficient."

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SAVES GREAT LOSS OF HAIR.—DR. EICHERS writes: "Several months ago a young man applied to me for treatment for a scalp trouble which was progressing in a way which made him somewhat anxious as to his hair which he was rapidly losing. The case was chronic and had existed for almost a year. He had used many bottles of hair tonics and dandruff cures, but with disappointing results. I made a diagnosis of chronic seborrhea sicca, and began treatment of the case by prescribing an alcoholic solution of green soap for use as a shampoo. He used this for a week or ten days, at which time the scalp was comparatively free from scales, and was thoroughly prepared for the next step in the treatment. This consisted in the use of pure Pineoline thoroughly rubbed into the scalp with the tips of the fingers each night before retiring. After two weeks of this treatment the loss of hair had practically ceased, and the scalp had assumed a more healthful appearance. After another month's use of Pineoline, I noticed innumerable fine hairs reappearing on the bald spots, which at this writing are seemingly as strong as the original crop had been. This speaks well for your preparation, which is readily taken up by the tissues to which it is applied. It seems to possess nutritive properties such as I have never found in any of the many others I have employed in my practice."

USTULAR ECZEMA OF THE SCALP CURED .-Dr. Lewis writes: "Mrs. Summers brought her baby boy to my office some time ago for treatment, of which he was in great need. I found his hair pasted and matted up with thick yellow crusts, of which I can give no accurate description. It was simply awful. There was decided fetor from the decomposing secretions. The surrounding tissues were inflamed, raw, red and cracked. This poor child refused food, and at night could not sleep himself, nor would his crying permit others to get any rest. His general health was impaired to some extent, as is only natural under the circumstances. I at first used a dressing of glycerine carbolized and Pineoline, equal parts, to dissolve the crusted mass, and after several dressings used only pure Pineoline, several times daily. I never permitted the use of soap at any time. I kept up this treatment for several weeks and was greatly surprised at the brilliant result obtained in so short a time. The scalp is entirely well and the general health is much improved. Pineoline is a winner, of this I am certain.



INEOLINE is dispensed on prescriptions only, in four-ounce jars, and can be obtained from all retail and wholesale druggists. If you are not acquainted with Pineoline, we will be pleased to mail you a one-ounce trial size on receipt of professional card; or a full-size jar for \$1.00; per dozen, \$10.20.